

## **Measure 6: Transportation Demand Management Program**

### **Goals and Objectives**

The Transportation Demand Management (TDM) program was designed to retain and increase users of alternative modes of transportation (transit, walking, bicycling, rideshare) during the Downtown Seattle Transit Tunnel closure period. Programs were developed that targeted commuters working within the Seattle Central Business District (CDB) and the International District.\* A three-pronged approach was undertaken to achieve this goal:

- Enhancement of programs and products to retain existing users
- Broadening the scope of programs and products to attract new users (individuals and small employers)
- Creating a supportive operating environment necessary to promote alternative modes of transportation

*\* Commuters must work within the following downtown boundary to participate: south of Stewart Street, north of Dearborn Street, west of I-5, and east of Elliot Bay.*

### **Data Collection**

Each TDM program has been monitored and tracked using relevant statistics to determine its attractiveness and effectiveness. The data is being collected on a month-to-month basis and will be reported through the Monitor and Maintain Committee periodically until the reopening of the tunnel in September 2007. Volume 2 includes data on the TDM programs for the four month period of August through November in order to account for the pre-tunnel launches of many of these programs as planned mitigation measures. See Figure 23 for a comparison of pre-tunnel closure participation of each of the fifteen TDM programs, with participation levels post tunnel closure through November 2006.

**Figure 23. First Reporting Period Data (August – November)**

<b>Existing Programs with Enhancements</b>	<b>Baseline Numbers (April 2005)</b>	<b># of New Participants (Aug - Nov)</b>	<b>Total</b>
<b>Puget Pass Consignment</b>			
# of Accounts	67 <sup>^</sup>	2	69
# of Passes	4,141 <sup>^</sup>	805	4,946
<b>FlexPass</b>			
# of Contracts*	129	30	159
# of Passes	8,330	1,129	9,459
<b>Rideshare (Carpool, Vanpool, VanShare)</b>			
# of Accounts**	59	12	71
# of Users*** (riders)	448	50	498
<b>Rideshare Online</b>			
# of Registrants	450	501	951
<b>Flexcar</b>			
# of contracts****	4,523	223	4,746
<b>New Programs to Increase and Retain Users of Alternative Travel Modes</b>	<b>Baseline Numbers (April 2005)</b>	<b># of New Participants (Aug - Nov)</b>	<b>Total</b>
<b>Home Free Guarantee (HFG) for Individuals</b>			
# of Accounts	N/A	219	219
# of Rides (usage)	N/A	3	3
<b>Plan Your Commute</b>			
# of Participants	N/A	1,218	1,218
<b>Telecommuting</b>			
# of Workshops	2	1	3
Percent of companies that allow telework	10%	22%	22%
<b>New Programs to Support the Operating Environment of Alternative Modes</b>	<b>Baseline Numbers (April 2005)</b>	<b># of New Participants (Aug - Nov)</b>	<b>Total</b>
<b>Bicycling</b>			
# of Workshop Participants	N/A	16	16
<b>Shop Dine &amp; Ride</b>			
# of Retail Participants	N/A	88	88

<sup>^</sup> - Puget Pass Consignment baseline numbers from June 2005

\* - FlexPass and FlexPass + CT added together

\*\* - Rideshare totals (accounts and users) from STAR Carpools, Metro Vanpools, Community Transit Vanpools, other Vanpools, and Metro VanShare. Carpools do not include City of Seattle registrations.

\*\*\* - Estimates based on 7 riders per Community Transit vanpool

\*\*\*\* - Both Flexcar business contracts and individual members added together

## Program Notes

### Puget Pass Consignment

Two new Puget Pass Consignment accounts, representing 805 new employee passes have been executed. There are now a total of 69 Puget Pass Consignment accounts representing 4,946 employee passes. Eleven of these consignment accounts have chosen to take advantage of the enhanced Home Free Guarantee Consignment program, which provides HFG as a free benefit to their employees. Only three free rides have been utilized.

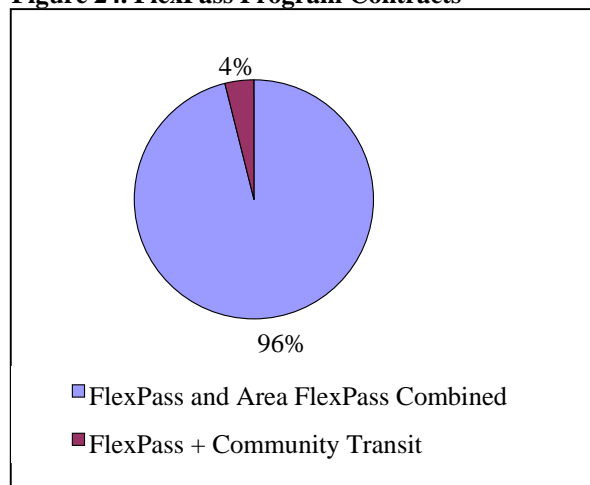
### FlexPass

Thirty new FlexPass accounts representing 1,129 passes have been executed during the reporting period. This makes the total number of downtown FlexPass accounts 159, representing 9,459 passes. Six of those contracts include Community Transit services for a total of 1,622 passes.

### Rideshare

The number of vanpools and users to the Central Business District (CBD) has increased within the first reporting period, with six new vanpools (four Metro and two Community Transit) for an approximate total of 41 riders. Six new carpools have registered in the Urban Mobility Group's STAR program.

**Figure 24. FlexPass Program Contracts**



### Flexcar

Flexcar is offering Flexbuck usage vouchers for FlexPass or PugetPass holders. Since August 1, 2005, seven new businesses and 216 individuals have signed up for the program, and 10 of the 230 distributed Flexbuck vouchers have been redeemed.

### Home Free Guarantee (HFG) for Individuals

Monthly Puget Pass holders who work in downtown are eligible for Metro's HFG program at no cost. Of the 219 travelers that have signed up since the start of the program, three free rides home have been utilized.

### Plan Your Commute (PYC)

Within a short time span, from the week before the closure of the Downtown Seattle Transit Tunnel until the last week in October, 1,196 participants learned about commute options from personal rider information officers at mobile Plan Your Commute stations. Over 21,000 King County Metro free ride tickets were distributed, with 34 percent redeemed as of the end of December 2005. 4,970 Sound Transit and 480 Community Transit free ride tickets were distributed through the end of December. This new program is continuing on a weekly basis at the Transportation Connection every Wednesday from 11:30 a.m.-1:30 p.m..

### Telecommute

Fifteen individuals attended a telecommute workshop in October. The estimated rate of total companies in the CBD that allow for telecommuting increased from 10 percent to 22 percent since the closure of the tunnel.

### Bicycling

There have been a total of 16 bike commuters who work downtown that have completed the four-hour bicycle commute skills workshop. There are currently three downtown Seattle locations offering stand-alone shower-memberships with potential. Bicycle parking is being offered in public areas, private/controlled access areas, and public access on private property areas.

### Shopper Incentives

Eighty-eight retail /service providers participated in the first phase of the Shop, Dine and Ride program which encourages commuters and shoppers to continue to visit downtown Seattle throughout the tunnel closure period. 50,000 brochures were printed and distributed at transit information racks, Metro pass sales outlets and select merchants, Approximately 5,000 program bookmarks touting [www.shopdineride.org](http://www.shopdineride.org) were distributed through the Plan Your Commute sessions, community events and other venues. An electronic guide is available at [www.shopdineride.org](http://www.shopdineride.org), which also features program updates and new coupons. New editions will be published twice yearly through 2007. The second edition of the guide will be rolled out in early February 2006 and has added approximately forty new merchants and in addition to previous distribution, the Seattle Times will be passing out guides in Downtown Seattle for the first several weeks of February.

### **Summary Results from TDM Program**

The package of TDM programs introduced in support of tunnel closure has successfully expanded participation in commute options. Some highlights include:

- Thirty new FlexPass contracts representing 1,129 passes have been executed. Of these, 749 passes include Community Transit – a new option for Area FlexPass participants available only during tunnel closure.
- The percentage of Downtown Seattle employers that offer telecommuting has increased from 10 percent to 22 percent.
- The Plan Your Commute program has helped over 1,100 commuters explore alternative travel options.
- Over 200 Puget Pass holders signed up for the Home Free Guarantee for Individuals program.
- Registration activity at Rideshare Online has increased with more than 500 registrations during this reporting period.
- Forty new merchants have been added to the second edition of the successful Shop, Dine and Ride Program Guide that will be issued in February 2006.